Data and Privacy File Guides

Marketing Communications: Additional Subscriptions

May 2019

File name

Additional Subscriptions.csv

File description

Contains the history of user interactions of form submissions and the associated information with the form submission

Why Apple keeps this information

Apple retains this information to log user communication and subscription preferences to provide the service appropriately.

Field Name	Details
ORIGINAL UNIQUE IDENTIFIER	Apple account identifying number
SUBSCRIPTION NAME	Name of the user-selected subscription
NAME PREFIX	User’s name prefix
FIRST NAME	User’s first name
LAST NAME	User’s last name
MIDDLE NAME	User’s middle name
EMAIL ADDRESS	User’s email address
DATE OF BIRTH	User’s date of birth
CLIENT IP ADDRESS	IP address of user’s device from which the form was submitted
CLIENT BROWSER DETAILS	The user’s browser with which the form was submitted
MAIN ADDRESS LINE 1	First line of the user’s address
MAIN ADDRESS LINE 2	Second line of the user’s address
MAIN ADDRESS LINE 3	Third line of the user’s address
MAIN CITY	User’s city
MAIN POSTAL CD	User’s postal code
MAIN PREFECTURE CD	User’s prefecture code
PROVINCE NAME	User’s province
MAIN COUNTRY	User’s country
PREFERRED LANGUAGE	User’s preferred language

Field Name	Details
LOCALE CD	User's country and region code, as derived from the user's Apple ID
MAIN PHONE NR	User's main phone number
HOME PHONE NR	User's home phone number
MOBILE PHONE NR	User's mobile phone number
APPLICATION DATA TEXT	User-entered application text
APPLICATION DATA TEXT 1	User-entered application text
APPLICATION DATA TEXT 2	User-entered application text
PERSON TITLE	User's person title
PHONETIC FIRST NAME	Phonetic representation of the user's first name [This is a legacy field for which no data is stored.]
PHONETIC LAST NAME	Phonetic representation of the user's last name [This is a legacy field for which no data is stored.]
ACCEPTS APPLE EMAIL	Whether the user has agreed to receive Apple marketing email
ACCEPTS ITUNES EMAIL	Whether the user has agreed to receive iTunes marketing email
COMPANY NAME	User's company name
CREATE TIMESTAMP	Time at which the user submitted the form to Apple
CHANGE TIMESTAMP	Time at which the user made any change to the form